

LEO BURNETT COMPANY, Inc.

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**To you, they're empty gum packs.**

**To these Latin American kids,  
they're protection against smallpox.**



Here's a wonderful opportunity  
for your group to help children  
around the world.

You see, for every 10 empty outer pack  
wrappers of Clark or Smile Gum that  
your group sends us, we'll donate  
5¢ to UNICEF.

Last year, you sent in over a million  
packs. And this was enough to buy  
vaccine to inoculate 2,700,000 kids  
against smallpox.

Millions of children around the world  
depend on UNICEF aid, so in addition  
to your regular contribution to UNICEF  
this year, "Trick-or-Treat" with  
Clark Gum this Halloween.

Send your empty outer pack wrappers  
to "Treat of Life," U.S. Committee for  
UNICEF, P.O. Box 4333, Clinton,  
Iowa 52732.

Campaign ends November 15, 1971.  
Offer also good in Canada.

**Help Clark Help UNICEF!**



Clark and six other nationally known brands have  
joined together in the "Unicef Treat of Life" promotion.  
Watch for details in an advertisement  
in the October issue of Reader's Digest.

The U.S. Committee for UNICEF encourages your  
support of this program, giving 5¢ to UNICEF  
for each pack of gum sent in. No UNICEF  
endorsement of any product is intended.